

IACBE

Advancing Academic Quality in
Business Education Worldwide



Example of an Undergraduate
Alumni Survey



Example of an Undergraduate Alumni Survey

Scenario: The School of Management at the International Academy of Commerce and Business Enterprise offers a Bachelor of Business Administration with Concentrations in (i) Management and (ii) Marketing. The school has identified the following intended student learning outcomes (ISLOs) for the program:

Core ISLOs:

1. Students will be able to identify the principal concepts, theories, and practices in the functional areas of business. (*Business Functional Areas*)
2. Students will be able to recognize the relevant theories and principles associated with the economic environment of business. (*Economic Environment*)
3. Students will be able to recognize legal and ethical principles in business and apply them to organizational decision making. (*Legal/Ethical Principles*)
4. Students will be able to evaluate the global dimensions of business. (*Global Dimensions*)
5. Students will be able to apply business-related quantitative methods and information technology in support of management decision making. (*Decision-Support Tools*)
6. Students will be able to construct coherent written forms of communication. (*Written Communication Skills*)
7. Students will be able to compose and present effective oral forms of communication. (*Oral Communication Skills*)
8. Students will be able to demonstrate analytical and critical-thinking skills in the context of organizational decision making. (*Analytical/Critical-Thinking Skills*)
9. Students will be able to integrate theory and practice across the business functional areas in the analysis of organizational problems and challenges. (*Integration Skills*)

Concentration ISLOs–Management:

1. Students will be able to explain the major concepts, theories, and practices in human resource management and apply them to management decision making. (*Human Resource Management*)
2. Students will be able to explain the major concepts, theories, and practices in organizational behavior and apply them to management decision making. (*Organizational Behavior*)
3. Students will be able to explain the major concepts, theories, and practices in operations management and apply them to management decision making. (*Operations Management*)
4. Students will be able to explain the major concepts, theories, and practices in strategic management and apply them to management decision making. (*Strategic Management*)

Concentration ISLOs–Marketing:

1. Students will be able to explain the major concepts, theories, and practices in sales and sales management and apply them to management decision making. (*Sales and Sales Management*)
2. Students will be able to explain the major concepts, theories, and practices in consumer behavior and apply them to management decision making. (*Consumer Behavior*)

3. Students will be able to explain the major concepts, theories, and practices in advertising and promotions and apply them to management decision making. (*Advertising and Promotions*)
4. Students will be able to explain the major concepts, theories, and practices in strategic marketing and apply them to management decision making. (*Strategic Marketing*)

In addition, in order to evaluate its operational effectiveness, the School of Management has identified the following intended operational outcomes (IOOs):

1. The School of Management will be successful in placing its undergraduate students in appropriate entry-level positions or in graduate school on an annual basis. (*Placement Rate*)
2. Students in the School of Management will graduate in a timely manner. (*Graduation Rate*)
3. Faculty members in the School of Management will be highly-qualified in their teaching disciplines. (*Faculty Qualifications*)
4. Faculty members in the School of Management will be engaged in appropriate scholarly and professional activities on an annual basis. (*Scholarly and Professional Activities*)
5. The School of Management will deliver high-quality instruction to its students. (*Teaching Effectiveness*)
6. The School of Management will provide effective academic advising to its students. (*Academic Advising*)
7. The academic programs offered by the School of Management will be current, relevant, and meet the needs of both students and the business community. (*Curriculum*)
8. The School of Management will provide an effective learning environment in support of academic quality in its business programs. (*Learning Environment*)
9. The School of Management will offer significant co-curricular opportunities for students. (*Co-Curricular Opportunities*)
10. The School of Management will be successful in contributing to the academic, professional, and personal development of its students. (*Student Development*)

The undergraduate alumni survey below can be used as both an indirect measure of student learning and an operational assessment tool. The survey is used to assess (indirectly) all core and concentration intended student learning outcomes (Part II) and to assess intended operational outcomes #5-#10 (Part III).

In particular, in terms of student learning assessment, the core and concentration intended student learning outcomes are listed in Part II of the survey, and alumni are asked to evaluate the extent to which they believe that they were successful in acquiring the ability relating to each of the outcomes.

In terms of operational assessment:

- Part III: Section I: Survey Items #1-#4 → map to and assess IOO #5 (*Teaching Effectiveness*): The School of Management will deliver high-quality instruction to its students.
- Part III: Section I: Survey Item #5 → maps to and assesses IOO #6 (*Academic Advising*): The School of Management will provide effective academic advising to its students.
- Part III: Section I: Survey Items #6-#8 and Part III: Section II: Survey Item #3 → map to and assess IOO #7 (*Curriculum*): The academic programs offered by the School of Management will be current, relevant, and meet the needs of both students and the business community.

- ❑ Part III: Section I: Survey Items #9-#15 → map to and assess IOO #8 (*Learning Environment*): The School of Management will provide an effective learning environment in support of academic quality in its business programs.
- ❑ Part III: Section I: Survey Items #16-#18 and Part III: Section II: Survey Item #4 → map to and assess IOO #9 (*Co-Curricular Opportunities*): The School of Management will offer significant co-curricular opportunities for students.
- ❑ Part III: Section II: Survey Items #1 and #2 and Part IV: Survey Items #1-#3 → map to and assess IOO #10 (*Student Development*): The School of Management will be successful in contributing to the academic, professional, and personal development of its students.

(Note: The school is also using other operational assessment metrics to measure intended operational outcomes #1-#10.)

International Academy of Commerce and Business Enterprise

School of Management

Bachelor of Business Administration (BBA) Program

Alumni Survey

Introduction and Purpose:

As part of our continuing efforts to improve the degree programs offered by the School of Management at the International Academy of Commerce and Business Enterprise, we are interested in your candid assessments regarding various aspects of the school's BBA program, general learning environment, and your post-graduation career and academic experiences. This alumni survey is an important tool in our program of continuous improvement, and it provides valuable data and information that will be used to identify areas where changes and improvements are needed and to help us improve the educational experiences for future students.

Survey Composition:

The survey is composed of the following five parts:

Part I: General Post-Graduation Survey Items

Part II: Post-Graduation Evaluation of Your Learning in the Bachelor of Business Administration

Part III: Your Post-Graduation Evaluation of the BBA Program and Learning Environment of the School of Management

Part IV: Summary Evaluation and Other Comments

Part V: Demographic Information

General Instructions:

1. Please give careful consideration to all of the survey items and provide thoughtful, candid, and accurate responses to each of the applicable items.
 2. For each survey item, please also provide specific comments and suggestions for changes and improvements.
 3. Your identity will remain anonymous in any reports that are produced from this survey. Your responses will be combined with those of other graduates in your program of study to create summary reports that will be used by faculty and administrators to improve the School of Management.
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PART I: GENERAL POST-GRADUATION SURVEY ITEMS

This section contains survey items pertaining to your academic and professional career experiences since graduating from the School of Management at the International Academy of Commerce and Business Enterprise.

1. Which of the following items describes your current academic or professional career status? (More than one option can be selected.)

- Working in the private sector or business
- Working in government or the public sector
- Working for a not-for-profit or non-governmental organization
- Self-employed
- Unemployed
- Attending or completed graduate school
- Other (please specify): _____

2. If you are currently employed, how difficult was it for you to find employment?

- Very Difficult
- Fairly Difficult
- Fairly Easy
- Very Easy

3. If you are currently employed, approximately how many job interviews did you have before accepting your current position?

- 0-1
- 2-5
- 6-10
- 11-15
- 16-20
- More than 20

4. If you are currently employed, is your current position in an area related to your BBA concentration?

- Yes
- No

If you replied “yes” to this question, please provide a brief description of the type of company/organization and your position: _____

If you replied “no” to this question, please indicate the principal reason:

- I looked, but could not find a job closely related to my BBA concentration.
- My BBA concentration had no direct connection with specific employment opportunities.
- I confined my job search to a specific city or region.
- My job search was limited due to a need to match my career interests with those of someone else.
- I developed new career interests after graduating with my BBA.
- The jobs in my field did not pay well.
- The jobs in my field did not offer opportunities for advancement.
- I found an exceptional opportunity in an unrelated field.
- Other: _____

5. If you are currently employed, which statement best describes your current position?

- My job has definite long-term potential.
- My job has possible long-term potential.
- I accepted this job primarily to earn money with little or no other advantages or disadvantages.
- My job is temporary while I look for something more suitable.
- My job is temporary and will last only for a limited time.
- Other: _____

6. If you are currently employed, is this your first job after graduation?

- Yes
- No

7. If you are currently employed and this is your first job after graduation, how long did it take you to obtain your job?

- Had job at graduation
- Less than 1 month
- 1 to 3 months
- 4 to 6 months
- More than 6 months
- Not Applicable

8. If you are currently employed and this is not your first job after graduation, how long did it take you to obtain your first job?

- Had job at graduation
- Less than 1 month
- 1 to 3 months
- 4 to 6 months
- More than 6 months
- Not Applicable

9. If you are currently employed, please indicate your degree of satisfaction with the following aspects of your current position:

1 = Very Dissatisfied	2 = Dissatisfied	3 = Satisfied	4 = Very Satisfied
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Job Characteristics	1	2	3	4
a. Salary/Benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
b. Location	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
c. Opportunities to Use My Qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
d. Opportunity to Advance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
e. Prestige/Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
f. Interest/Challenge of Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
g. Working Conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
h. Opportunity to Learn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				

10. If you are unemployed, please indicate the principal reason:

- I have chosen not to be employed.
- I was laid off by my employer.
- I quit a job to seek other employment.

- I chose to confine my job search to a specific city or region.
- My job search was limited due to a need to find career opportunities in the same geographic region as that of someone else.
- I have not limited my job search in any way, but have been unable to find a satisfactory job.
- Having/expecting a child changed my employment plans.
- Other: _____

11. If you are currently enrolled in or have completed graduate school, please provide the following information:

- a. Degree: _____
- b. Area of Study: _____
- c. Institution: _____
- d. Location: _____

PART II: POST-GRADUATION EVALUATION OF YOUR LEARNING IN THE BACHELOR OF BUSINESS ADMINISTRATION

The School of Management has identified several intended student learning outcomes (ISLOs) that it expects students to have achieved upon graduation from the Bachelor of Business Administration program. Reflecting back on your studies in light of your accumulated work and professional experience to date, mark the box in the rating scale for each of the following intended learning outcomes that most closely corresponds to your assessment of the degree to which you were successful in acquiring the ability relating to that outcome. Please also provide comments and suggestions for changes and improvements.

1 = Very Unsuccessful	2 = Unsuccessful	3 = Successful	4 = Very Successful
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Intended Student Learning Outcomes	1	2	3	4
Core ISLOs:				
1. Students will be able to identify the principal concepts, theories, and practices in the functional areas of business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
2. Students will be able to recognize the relevant theories and principles associated with the economic environment of business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
3. Students will be able to recognize legal and ethical principles in business and apply them to organizational decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
4. Students will be able to evaluate the global dimensions of business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
5. Students will be able to apply business-related quantitative methods and information technology in support of management decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
6. Students will be able to construct coherent written forms of communication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
7. Students will be able to compose and present effective oral forms of communication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				

1 = Very Unsuccessful

2 = Unsuccessful

3 = Successful

4 = Very Successful

Intended Student Learning Outcomes	1	2	3	4
Core ISLOs:				
8. Students will be able to demonstrate analytical and critical-thinking skills in the context of organizational decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
9. Students will be able to integrate theory and practice across the business functional areas in the analysis of organizational problems and challenges.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
Management ISLOs—Respond to the following items only if you completed the concentration in management:				
1. Students will be able to explain the major concepts, theories, and practices in human resource management and apply them to management decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
2. Students will be able to explain the major concepts, theories, and practices in organizational behavior and apply them to management decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
3. Students will be able to explain the major concepts, theories, and practices in operations management and apply them to management decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
4. Students will be able to explain the major concepts, theories, and practices in strategic management and apply them to management decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
Marketing ISLOs—Respond to the following items only if you completed the concentration in marketing:				
1. Students will be able to explain the major concepts, theories, and practices in sales and sales management and apply them to management decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				
2. Students will be able to explain the major concepts, theories, and practices in consumer behavior and apply them to management decision making.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:				

1 = Very Unsuccessful

2 = Unsuccessful

3 = Successful

4 = Very Successful

Intended Student Learning Outcomes

1

2

3

4

Marketing ISLOs—Respond to the following items only if you completed the concentration in marketing:

3. Students will be able to explain the major concepts, theories, and practices in advertising and promotions and apply them to management decision making.

Comments:

4. Students will be able to explain the major concepts, theories, and practices in strategic marketing and apply them to management decision making.

Comments:

PART III: YOUR POST-GRADUATION EVALUATION OF THE BBA PROGRAM AND LEARNING ENVIRONMENT OF THE SCHOOL OF MANAGEMENT

Section I: This section contains a listing of various aspects of the BBA degree program and learning environment in the School of Management. Reflecting back on your studies in light of your accumulated work and professional experience to date, mark the box in the rating scale for each item that most closely corresponds to your evaluation of the quality of that aspect of the school's BBA program/learning environment. Please also provide comments and suggestions for changes and improvements. If an item does not apply to you or you are unable to evaluate the item, mark the box in the rating scale labeled N/A.

N/A = Not Applicable or Unable to Evaluate	1 = Poor	2 = Fair	3 = Good	4 = Excellent
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Evaluation Items	N/A	1	2	3	4
1. Faculty Teaching in the BBA Core Courses	<input type="checkbox"/>				
Comments:					
2. Faculty Teaching in the BBA Concentration Courses	<input type="checkbox"/>				
Comments:					
3. Creativity of Your Professors	<input type="checkbox"/>				
Comments:					
4. Teaching Methods of Faculty	<input type="checkbox"/>				
Comments:					
5. Faculty Advising in the BBA Program	<input type="checkbox"/>				
Comments:					
6. Curriculum in the BBA Program	<input type="checkbox"/>				
Comments:					
7. Relevance of Courses to Your Career Goals or Further Study	<input type="checkbox"/>				
Comments:					
8. Variety of Course Offerings	<input type="checkbox"/>				
Comments:					
9. Class Sizes	<input type="checkbox"/>				
Comments:					
10. Availability of and Access to Faculty During Office Hours	<input type="checkbox"/>				
Comments:					
11. Classroom Facilities	<input type="checkbox"/>				
Comments:					
12. Learning and Technological Resources	<input type="checkbox"/>				
Comments:					

N/A = Not Applicable or Unable to Evaluate 1 = Poor 2 = Fair 3 = Good 4 = Excellent

Evaluation Items	N/A	1	2	3	4
13. Library Resources in the Areas of Business, Commerce, and Management	<input type="checkbox"/>				
Comments:					
14. Career Counseling/Planning/Placement Services	<input type="checkbox"/>				
Comments:					
15. Academic Support Services	<input type="checkbox"/>				
Comments:					
16. Internship Opportunities	<input type="checkbox"/>				
Comments:					
17. Student Organizations and Clubs	<input type="checkbox"/>				
Comments:					
18. Study/Travel Abroad Opportunities	<input type="checkbox"/>				
Comments:					
19. Overall Quality of the BBA Program and the School of Management	<input type="checkbox"/>				
Comments:					

Section II: This section contains survey items pertaining to the effectiveness of the BBA program and the School of Management in various areas. Reflecting back on your studies in light of your accumulated work and professional experience to date, mark the box in the rating scale for each item that most closely corresponds to your evaluation of the extent to which the BBA program and the School of Management contributed to the identified aspect of your academic, professional, or personal development. Please also provide comments and suggestions for changes and improvements. If an item does not apply to you or you are unable to evaluate the item, mark the box in the rating scale labeled N/A.

N/A = Not Applicable or Unable to Evaluate 1 = No Contribution 2 = Little Contribution 3 = Some Contribution 4 = Significant Contribution

Evaluation Items	N/A	1	2	3	4
1. Reflecting back on your studies, please indicate the extent to which the BBA program and your experiences in the School of Management contributed to your overall development in the following general areas:					
a. Academic Development	<input type="checkbox"/>				
Comments:					
b. Professional/Career Development	<input type="checkbox"/>				
Comments:					

N/A = Not Applicable or Unable to Evaluate	1 = No Contribution	2 = Little Contribution	3 = Some Contribution	4 = Significant Contribution
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Evaluation Items	N/A	1	2	3	4
2. Reflecting back on your studies, please indicate the extent to which the BBA program and your experiences in the School of Management contributed to your personal development in the following areas:					
a. Gaining knowledge that will enrich your daily life or make you a more complete person	<input type="checkbox"/>				
Comments:					
b. Becoming independent, self-reliant, and responsible	<input type="checkbox"/>				
Comments:					
c. Developing an understanding and awareness of yourself (interests, abilities, values, needs, etc.)	<input type="checkbox"/>				
Comments:					
d. Becoming a more satisfied, responsible family member	<input type="checkbox"/>				
Comments:					
e. Becoming more aware of world issues and pressing social, political, and economic problems	<input type="checkbox"/>				
Comments:					
f. Identifying a sense of values and priorities in life	<input type="checkbox"/>				
Comments:					
g. Increasing your intellectual curiosity	<input type="checkbox"/>				
Comments:					
h. Organizing time effectively	<input type="checkbox"/>				
Comments:					
i. Becoming more willing to consider opposing points of view	<input type="checkbox"/>				
Comments:					
j. Interacting and working effectively with people from different racial/ethnic backgrounds	<input type="checkbox"/>				
Comments:					

N/A = Not Applicable or Unable to Evaluate	1 = No Contribution	2 = Little Contribution	3 = Some Contribution	4 = Significant Contribution
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Evaluation Items	N/A	1	2	3	4
k. Developing a strong sense of ethical and social responsibility	<input type="checkbox"/>				
Comments:					
l. Overall personal development	<input type="checkbox"/>				
Comments:					

If you are currently employed, please respond to the following items:

Evaluation Items	N/A	1	2	3	4
3. Reflecting back on your studies, please indicate the extent to which the following types of courses contributed to preparing you for your current position:					
a. General education/liberal arts courses outside of your program of study	<input type="checkbox"/>				
Comments:					
b. Courses that focused on theory	<input type="checkbox"/>				
Comments:					
c. Courses that focused on applied work	<input type="checkbox"/>				
Comments:					
d. Courses that emphasized quantitative skills	<input type="checkbox"/>				
Comments:					
e. Courses that emphasized analytical and critical-thinking skills	<input type="checkbox"/>				
Comments:					
f. Courses that focused on oral presentation	<input type="checkbox"/>				
Comments:					
g. Courses that focused on writing skills	<input type="checkbox"/>				
Comments:					
h. Core courses in the BBA program	<input type="checkbox"/>				
Comments:					
i. Concentration courses in the BBA program	<input type="checkbox"/>				
Comments:					
j. Courses that focused on teamwork	<input type="checkbox"/>				
Comments:					

N/A = Not Applicable or Unable to Evaluate	1 = No Contribution	2 = Little Contribution	3 = Some Contribution	4 = Significant Contribution
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Evaluation Items	N/A	1	2	3	4
4. Reflecting back on your studies, please indicate the extent to which the following types of co-curricular and experiential learning activities contributed to preparing you for your current position:					
a. Internships	<input type="checkbox"/>				
Comments:					
b. Community-based projects and activities	<input type="checkbox"/>				
Comments:					
c. Study abroad or intercultural learning experiences	<input type="checkbox"/>				
Comments:					

PART IV: SUMMARY EVALUATION AND OTHER COMMENTS

1. If you are currently employed, please indicate the overall extent to which your academic preparation by the School of Management gave you an advantage in comparison to employees from other institutions of higher education:

Significant Advantage	Some Advantage	Little Advantage	No Advantage	N/A
<input type="checkbox"/>				
Comments:				

2. If you are currently employed, please indicate the overall extent to which the BBA program and your experiences in the School of Management contributed to preparing you for your current position:

Significant Contribution	Some Contribution	Little Contribution	No Contribution	N/A
<input type="checkbox"/>				
Comments:				

3. If you are currently enrolled in or have completed graduate school, please indicate the overall extent to which the BBA program and your experiences in the School of Management contributed to preparing you for these studies:

Significant Contribution	Some Contribution	Little Contribution	No Contribution	N/A
<input type="checkbox"/>				
Comments:				

4. Please indicate your overall degree of satisfaction with the BBA program and your experiences in the School of Management:

Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comments:			

We would also very much appreciate your comments pertaining to the following items:

With what aspect(s) of the BBA program and the School of Management were you the most satisfied?

Comments:

With what aspect(s) of the BBA program and the School of Management were you the least satisfied?

Comments:

If you could start over again, would you still have chosen to attend the School of Management at the International Academy of Commerce and Business Enterprise?

Comments:

Do you have other comments and/or suggestions that you would like to share?

Comments:

PART V: DEMOGRAPHIC INFORMATION

Gender: Female Male

Age: Under 22 22 23 24
 25 26 27-30 Over 30

Current Pre-Tax Annual Income: Less than \$20,000 \$20,000 to \$29,999 \$30,000 to \$39,999 \$40,000 to \$49,999
 \$50,000 to \$59,999 \$60,000 to \$69,999 \$70,000 to \$79,999 \$80,000 to \$89,999
 \$90,000 to \$99,999 \$100,000 or more Prefer Not to Respond

BBA Concentration: Management
 Marketing

Thank you very much for your assistance in this important process of continuous improvement. The valuable input that you provided in this survey will help us to improve the School of Management at the International Academy of Commerce and Business Enterprise.
